

Congregations Count: Evaluating Your Membership Process



The UUA's latest membership resource "Congregations Count" is an easy-to-use diagnostic tool to help your congregation effectively focus your membership efforts.

"Congregations Count" helps your congregation diagnose whether you need more visitors, a better process to convert visitors to members, or a program to retain existing members.



Used in combination with the UUA's "The Membership Journey" and "Congregational Assessment" resources you can plan strategies to focus your efforts and grow your congregation!

References to "The Membership Journey" in "Congregations Count" link diagnosis with options for strategies.



The "Congregational Assessment" can deepen a qualitative perspective on your congregation's membership process, showing everyday detail through fresh eyes.

"Congregations Count" was developed by Linda Laskowski, a layleader serving UU Church of Berkeley and UUA Trustee for the Pacific Central District (PCD). Already in use in many congregations, "Congregations Count" is now available and accessible on line to our congregations nationwide through Linda and the UUA partnering in this project.

Congregations Count, and its companions the **Membership Journey** and the **Congregational Assessment** are available at: UUA.org > Leaders > Leader's Library > search the document titles.

For more information on these resources please contact UUA staff:

Tracey Robinson-Harris
Director for Congregational Services
trobinsonharris@uua.org
617/948-6462

Susanna Whitman
Growth Services Administrator
swhitman@uua.org
617/948-4270